

# #GIVINGTUESDAY™

**Chrysula Winegar - @chrysula**

**Emily Treat - @G4C**

**Jim Larisson - @dynamic\_signal**

**Karen Horn - @YouGiveGoods**

**@GivingTues**

# #GIVINGTUESDAY™



**CHRYSULA WINEGAR**

**Community Manager**

**#GivingTuesday**

**@chrysula @givingtues**

# BLACK FRIDAY



**CYBER MONDAY**

**SALE!!**

**SHOP 'TIL YOUR MOUSE BREAKS!**

#GIVINGTUESDAY™  
DECEMBER 2

# #GIVING TUESDAY™

40+

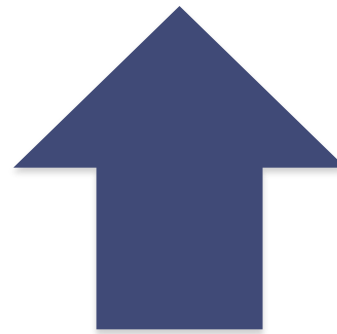
Countries had active #GIVINGTUESDAY efforts in 2013

10,000+

Charities, nonprofits, corporations, community groups and government agencies participating in #GIVINGTUESDAY

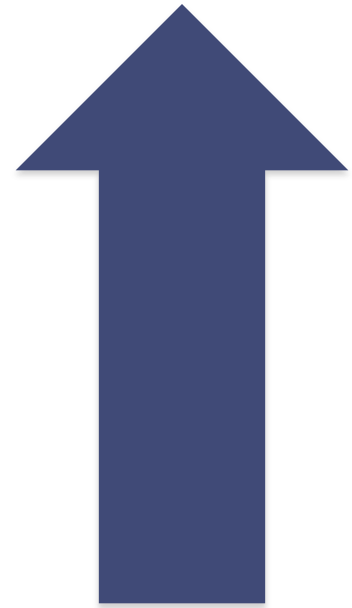
3BILLION+

Total global impressions in traditional and social media



40%

Year-over-year increase in the dollar value of the average donation



270%

Online donation volume on Tuesday after Thanksgiving since 2011

92Y

UNITED NATIONS  
FOUNDATION



**STANFORD PACS**  
CENTER ON PHILANTHROPY AND CIVIL SOCIETY



GUIDESTAR®

blackbaud®



CECP







**American  
Red Cross**



DOING  
THE MOST  
GOOD™



THE Orianne  
Society


*Indigo Snake Initiative*



IRAQ AND AFGHANISTAN  
VETERANS OF AMERICA

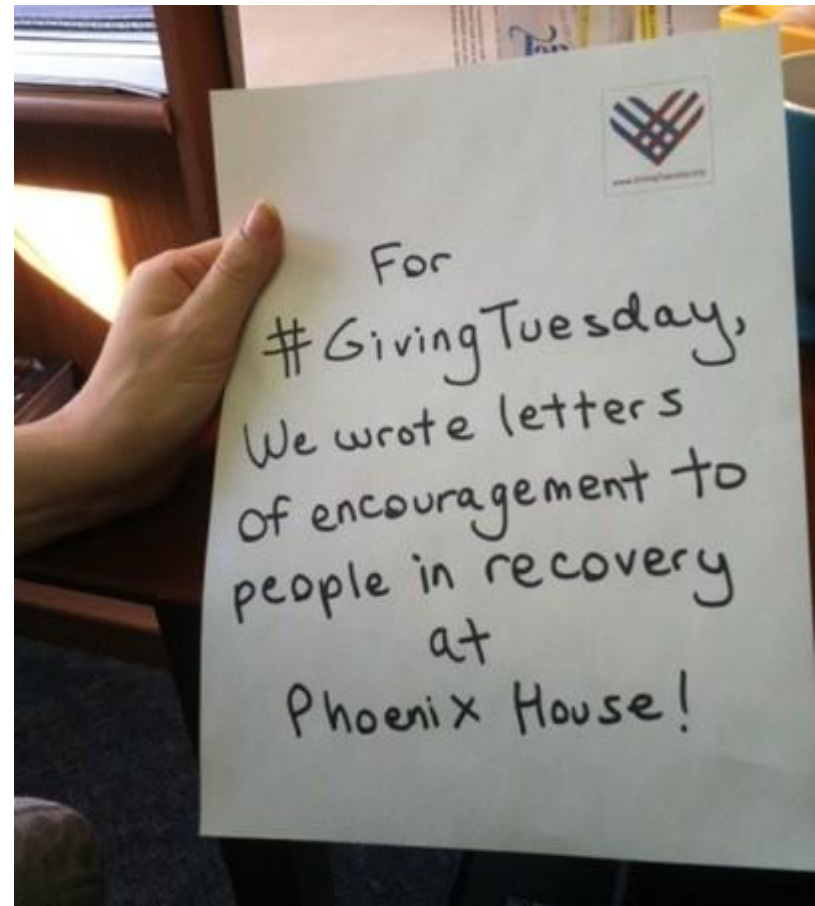


**2X Double your Donation**  
all donations matched Nov. 27th



© Laila Bahaa-el-din

[www.panthera.org/givingtuesday](http://www.panthera.org/givingtuesday)  
**#GIVINGTUESDAY**





**The Michael J. Fox Foundation for Parkinson's Research**

December 3, 2013

""We love Grandpop" and support @MichaelJFoxOrg! #unselfie #GivingTuesday \*via my sis+hubby" Via @KMSieminski on Twitter.

Like · Comment · Share

 Dil Shergill likes this.



Write a comment...



People You May Know

[See All](#)



**Heidi Lelle**

3 mutual friends

[Add Friend](#)



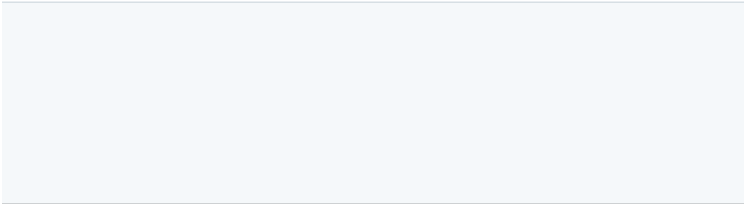
**Global Ministries**  
@umcmmission



#GivingTuesday “More than 11,000 donors from 32 countries made 16,300 gifts to 880 Advance project for a total of more than \$6.5 million.”

4/10/14, 12:31 PM

2 RETWEETS 1 FAVORITE



Reply to Global Ministries 128



**DRESS FOR SUCCESS®**  
WASHINGTON, D.C.

Help local women get back to work by supporting

**#GivingShoesDay**

**December 3, 2013**



I am supporting **#GivingShoesDay**  
by collecting shoes for Dress For Success Washington,  
D.C. to help the women of our city get back to work!

**#GivingShoesDay** is in support of **#GivingTuesday**,  
a national day of giving that celebrates and encourages  
charitable activities that support nonprofit organizations.

A box is placed on the landing outside of Arbor Education and  
Training 301 Q St. NE 2<sup>nd</sup> Floor Washington DC 20002.

Gently worn, in season shoes will be collected  
thru Tuesday, December 3! I hope you will join me in supporting this  
great cause!

# A LITTLE GOES A LONG WAY

**B. MORE  
GIVES  
MORE**  
#GIVINGTUESDAY™

**\$300**  
Provides 75 students with classroom instruments.



**\$50**  
Provides a man with a suit for job interviews.

**\$5**  
Plants a tree in Baltimore's city.

Pays for a web site to aid from cancer treatment.

**\$15**  
Provides Thanksgiving dinner for a family of 4.

**\$10**  
Provides a child with a session of hydrotherapy or Aquatics.

Pays for a web site to restore the health of the Chesapeake.

**\$150**  
Supplies new beds for homeless veterans.

**\$60**  
Sponsors a child in a summer reading program.

**\$25**  
Feeds 2 abandoned cats or dogs for 7 days.

**\$500**  
Provides hot lunch for 500 people.

LET'S RAISE

**\$5,000,000**

Imagine how many organizations we can help if we reach our goal of raising \$5 million on #GivingTuesday, December 3rd! Make a donation of any amount to the cause that means the most to you and help Baltimore become the most giving city this year!

PLEDGE NOW > [BmoreGivesMore.com](http://BmoreGivesMore.com)

#GivingTuesday is a registered mark of 501c.

POWERED BY **GIVECORPS**



#givingtuesday

1 Tweet



**The White House**

@whitehouse



After #BlackFriday &  
#CyberMonday, comes  
#GivingTuesday, a day for all  
Americans to give back and make a  
difference: [on.wh.gov/Yj2nuxB](http://on.wh.gov/Yj2nuxB)

11/27/12 9:07 PM

89 RETWEETS 14 FAVORITES

# #GIVINGTUESDAY™

**19** days and counting  
December 3, 2013

[Join #GivingTuesday](#)

[ABOUT ^](#) • [GET INVOLVED](#) • [PARTNERS](#) • [IDEAS AND RESOURCES ^](#) • [GLOBAL](#)



## Why We Give

By Bill & Melinda Gates

Thanks for taking a break from your holiday shopping to take a look at #GivingTuesday.

Everyone has their own reasons for giving back. For us, it's simply about making the world a more fair and equitable place. We know we were very lucky to grow up where we did, when we did. We believe everyone deserves the chance to live a healthy, productive life. Those are the values we learned from our families, and they're why we started our foundation.

In our work, we come across a lot of great organizations doing inspiring work in the U.S. and around the world. In fact, as we talked about #GivingTuesday, the hardest question we faced was, "Which groups should we highlight?" After a lot of discussion about all the great choices out there, we picked four.

When our children have a little extra money saved up and want to make a donation, they often turn to Heifer International and WorldVision. Through Heifer, you can donate an animal to a community in need—a gift that can benefit the recipients for years afterward. Through WorldVision and Save the Children, you can change a child's life by helping provide food, health care, education and more. And Donors Choose lets you help teachers meet their classrooms' needs, enabling projects that might not happen otherwise.

Whoever you support, and however much you give, thank you for participating in #GivingTuesday. It's a great way to help create the better world we all want. We wish you a happy holiday season.

*Bill & Melinda*



DonorsChoose.org is an online



Heifer International empowers

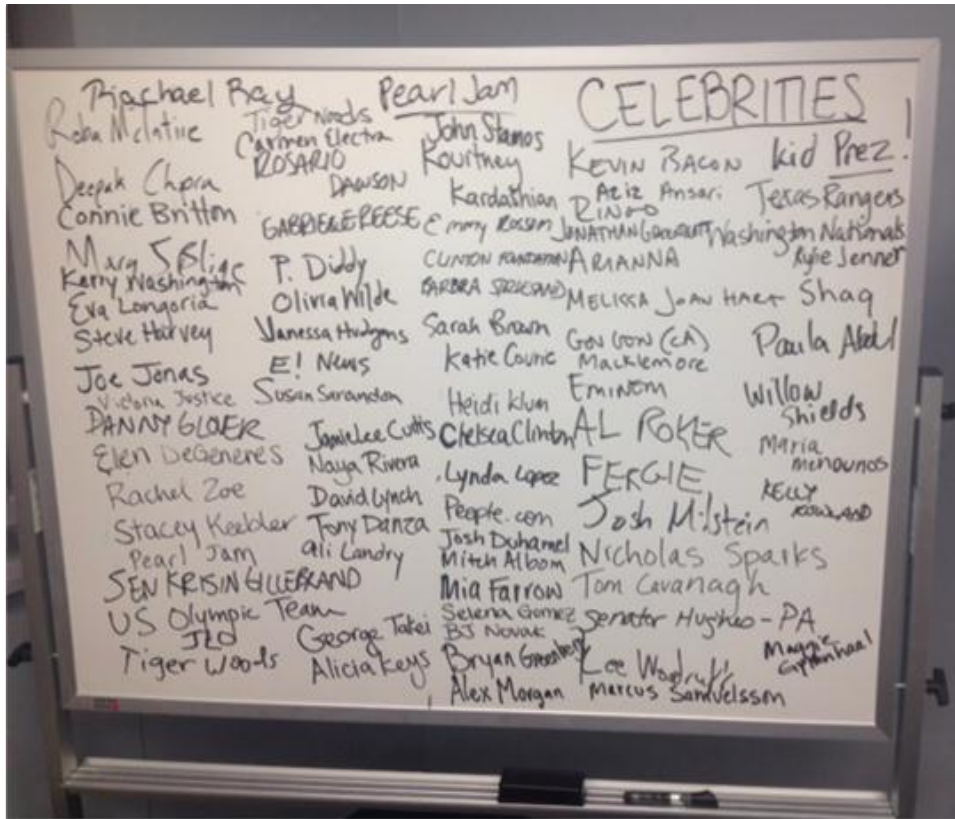


Save the Children gives children in



World Vision is dedicated to





**Ellen DeGeneres** ✓

@TheEllenShow



Follow

This #GivingTuesday, I'm supporting a great organization, the @AmericanCancer Society. You can, too. [ellen.tv/1avKe1L](http://ellen.tv/1avKe1L)

← Reply ↻ Retweet ★ Favorite ⋮ More

68  
RETWEETS

107  
FAVORITES



12:49 PM - 3 Dec 13



**Barbra Streisand** ✓

@BarbraStreisand



Follow

Celebrate, be thankful, join the new tradition: Consider donating to Philippines relief efforts or your favorite charity on #GivingTuesday

← Reply ↻ Retweeted ★ Favorite ⋮ More

14  
RETWEETS

10  
FAVORITES



8:31 AM - 3 Dec 13

JOIN THE GLOBAL MOVEMENT

## #un·sel·fie

*noun* [uhn-sell-fee]

1. A show of support for Giving Tuesday. Take a pic, tag it **#unselfie** and **#givingtuesday**, and upload to your Instagram, Twitter, or Facebook from now till December 4.

#GIVINGTUESDAY

GIVINGTUESDAY.ORG



BLACK FRIDAY. CYBER MONDAY.

[Sign In](#)

#GIVINGTUESDAY  
DECEMBER 2, 2014

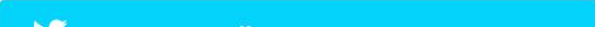
NEWS

TOOLS

JOIN

GLOBAL

Click [here](#) to watch our video and learn more about how the movement has become a reality.





## #GIVINGTUESDAY Social Media Ambassadors

### Tool Kit

[GivingTuesday.org](http://GivingTuesday.org)

Brought to you by:



Save the Date:  
December 3, 2013

# #GIVINGTUESDAY™



## #GIVINGTUESDAY™

### COMMUNICATIONS TOOLKIT

Thanks for being a part of #GivingTuesday!

**#GivingTuesday** inspires personal philanthropy and encourages bigger, better and smarter charitable giving during the holiday season, showing that the world truly gives as good as it gets. The second annual #GivingTuesday will take place on **December 3, 2013**.

Where did the idea come from? The retail industry has long benefited from seasonal shopping that symbolically kicks off with “Black Friday” – a day that has since inspired “Small Business Saturday” and “Cyber Monday.” #GivingTuesday, then, serves as a celebratory, fully connected day to kick off the giving season, when many make their holiday and end-of-year charitable gifts.

#GivingTuesday brings together diverse networks of people, large corporations, small businesses and nonprofits across an ever-expanding range of new media platforms to encourage and amplify small acts of kindness in the service of changing our world for the better.

#GivingTuesday is not a new giving platform, but a call to action to celebrate giving and encourage more, better and smarter giving during the Holiday Season. It’s an organizing principle to encourage the creativity and energy of people all over the world to work together for good.

The success of #GivingTuesday depends on the collective efforts of a unique group of partners and their participation. **You are the most important part of making this movement a reality.** We have put together this toolkit for you in order to provide you with all the resources you may need in order to help make this the biggest season of giving yet!

#### In this toolkit, you will find:

- #Giving Tuesday Mega Messages
- #GivingTuesday Fact Sheet
- A list of #GivingTuesday Founding partners from 2012
- #GivingTuesday FAQ
- Social media guide with sample tweets and Facebook status updates
- Sample outreach email
- Partner questionnaire
- Sample #GivingTuesday action plan ideas
- Communications timeline
- Press Release Template

We hope these materials will help you and your voice embrace #GivingTuesday in a way that is most meaningful to your organization. Together, we are a powerful community.

We look forward to working with you!

-- The #GivingTuesday Team

**#GI**  **ING TUESDAY™**

**Emily Treat**  
**VP Production Services**  
**Games for Change**



# Engage your Audience: Make it into a Game



[www.charitygamejam.com/](http://www.charitygamejam.com/)



# HALF THE SKY MOVEMENT GAMEATHON: PLAY FOR A CAUSE



UNLOCK DONATIONS  
TO HELP WOMEN AND  
GIRLS JUST BY PLAYING!



MONDAY FEB. 26  
11 A.M.

430 E 10TH STREET  
NEW YORK, NY, 10009

MORE INFORMATION  
ON TWO LINES



HALF  
THE  
SKY  
MOVEMENT



half the sky  
movement

<https://www.facebook.com/HalftheGame?fref=ts>

**Engage your Audience:  
Unlock Donations**

**Engage your Audience:  
Make it Creative**



<https://www.facebook.com/HalftheGame?fref=ts>

Half The Sky Movement: The Game shared a photo.

to enter the contest to design an outfit for Radhika! We love  
've gotten so far! If you haven't submitted yet, be sure to  
on in by 11:59pm EST!

ed an outfit for Radhika yet? Get started and your outfit can  
worn by Radhika and featured on our page!



**DESIGN AN OUTFIT FOR RADHIKA!**  
WINNING DESIGN WILL BE FEATURED ON OUR FACEBOOK PAGE!  
YOUR DESIGN IN A POST OR PRIVATE MESSAGE TO  
FACEBOOK.COM/HALFTHEGAME BY 04/30/13!

3



**Half The Sky Movement: The Game**

May 17, 2013

Radhika LOVES her new outfit! Many congrats and thanks to designer Blakeleigh, age 9, for creating such a beautiful winning design for our contest! We'll be sending an in-game promo code prize to her next week! Thanks to everyone who entered, be sure to keep an eye out for our next contest!

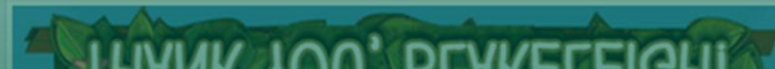


Like · Comment · Share

49 7 2 Shares

Like · Comment · Share

49 7 2 Shares



I SUPPORT  
WOMEN AND GIRLS  
THROUGH



HALF THE SKY   
MOVEMENT

**Engage your Audience:  
Call to Action**

HALF THE SKY   
MOVEMENT

**Engage your Audience:  
Make it Personal**





FOLLOW US ON FACEBOOK  
FOR PROMO CODES,  
UPDATES AND MUCH MORE!

👉👉👉👉👉👉👉👉

[J.MP/HALFTHEGAMEFB](https://www.facebook.com/j.mp/halfthegamefb)

**Engage your Audience:  
Reward Participation**



### Half The Sky Movement: The Game

March 28, 2013

Half The Sky Movement: The Game will take you on a life-changing global adventure to help others! Play the game and help make a real-world difference! A big thanks to all our amazing players for their continued support! Please enjoy this promo code for a free energy and Hope Bond boost! <http://bit.ly/HTSthanks>



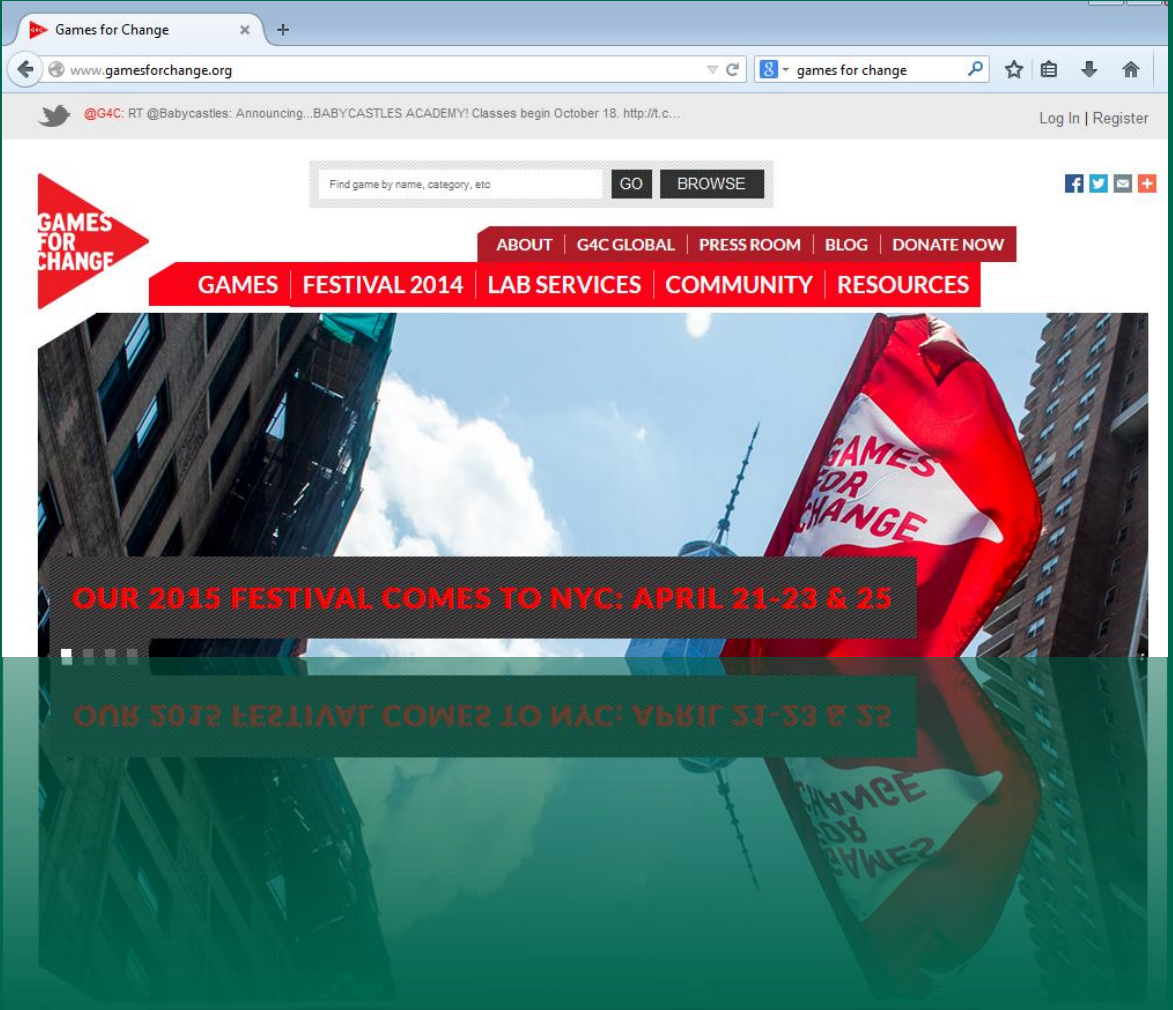
Like · Comment · Share

58 27 21 Shares

Like · Comment · Share

28 22 21 Shares

**Emily Treat  
VP Production Services  
Games for Change**







# Tapping Advocates for True Engagement

Gamification: Integrating Fun into Your #GivingTuesday Campaign



October 14<sup>th</sup>, 2014 - 2:25PM - 2:35PM

#GI♥INGTUESDAY : Connected Learning

# Tapping Advocates for True Engagement

Gamification: Integrating Fun into Your #GivingTuesday Campaign



## Operational Drivers of Large Scale Influencer & Advocate Management



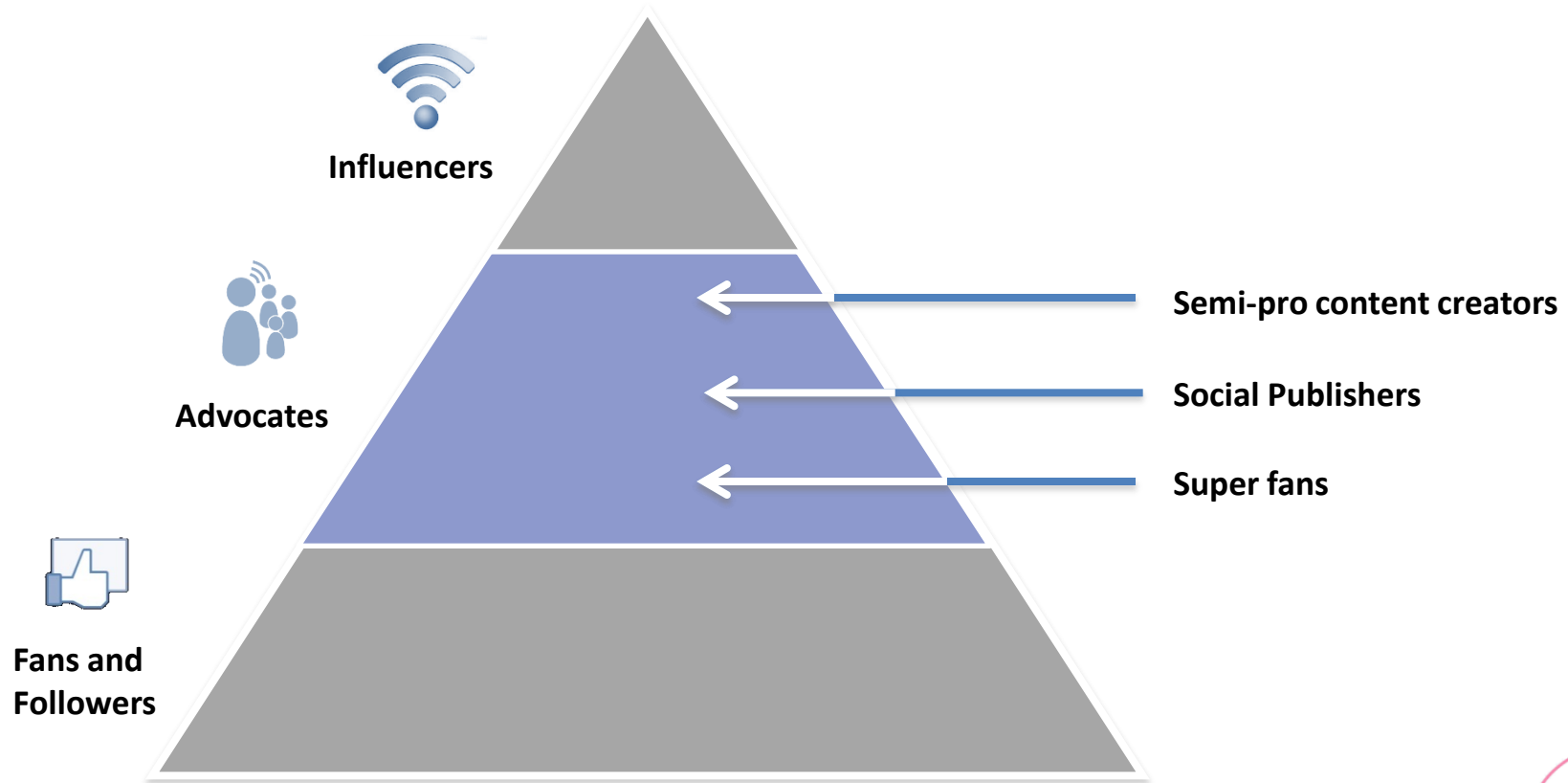
Advocates just  
WANNA  
have fun!

# Tapping Advocates for True Engagement

Understanding Advocates in the Market Today...



## What Does An Advocate Look Like?

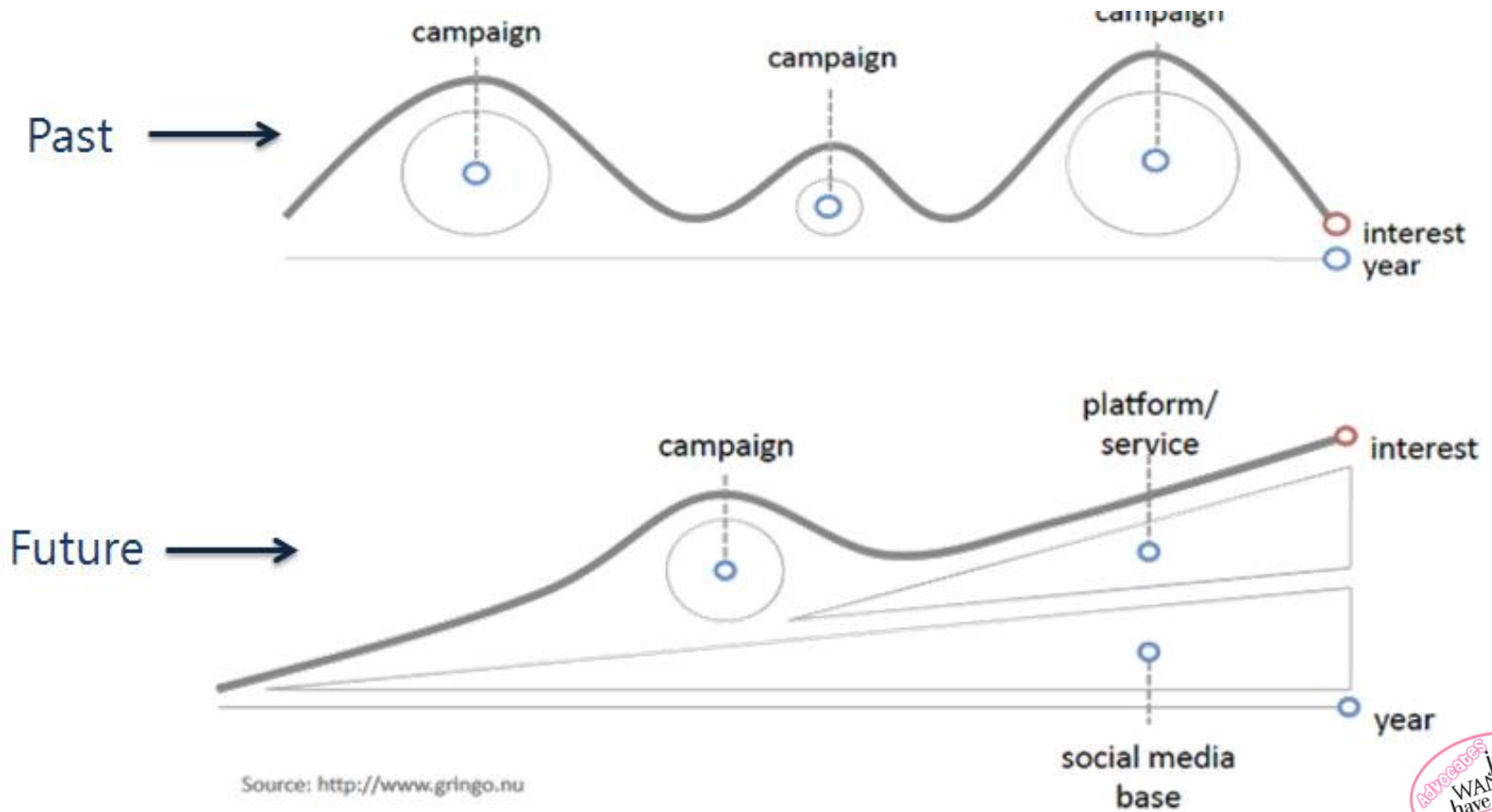


# Tapping Advocates for True Engagement

Understanding Advocates in the Market Today...



## How to Get to Sustained Advocacy...



Advocates just  
WANNA  
have fun!

# Tapping Advocates for True Engagement

Overview of the Operational Components to Advocate Marketing



## The Primary Drivers for Advocates...

### % Advocate Strong Motivation Drivers

Recognition

73%



Access

63%



Rewards

56%



# Tapping Advocates for True Engagement



## Overview of the Operational Components to Advocate Marketing

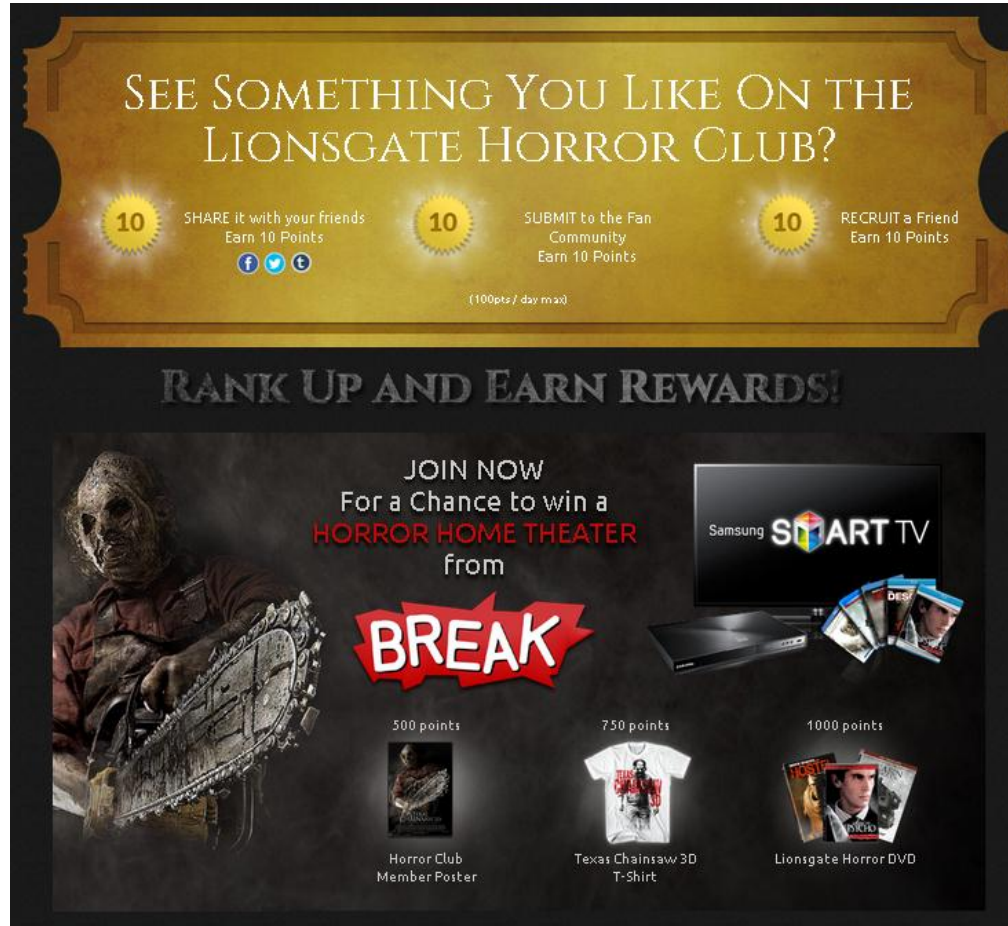
Brands & Non-Profits are empowering and tapping into the many different types of market voices to build and operate engagement communities. Each of these segments can offer tangible and measurable ROI

Market Voices	 <p>Influencer</p>	 <p>Amplifier</p>	 <p>Connector</p>	 <p>Fanatic</p>	 <p>Relationships</p>
Reach	Mass	Viral	High Trust	Engaged	Peers
Influence	Significant	Large	Category	Brand	Unlimited
Rewards					




# Tapping Advocates for True Engagement

## Overview of the Operational Components to Advocate Marketing

Points can translate directly into rewards for users based on their sharing and participation in the program.



SEE SOMETHING YOU LIKE ON THE LIONSGATE HORROR CLUB?




- 10** SHARE It with your friends  
Earn 10 Points  
  
- 10** SUBMIT to the Fan Community  
Earn 10 Points
- 10** RECRUIT a Friend  
Earn 10 Points


(100pts / day max)

**RANK UP AND EARN REWARDS!**

JOIN NOW  
For a Chance to win a  
**HORROR HOME THEATER**  
from

**BREAK**

- 500 points  
  
Horror Club Member Poster
- 750 points  
  
Texas Chainsaw 3D T-Shirt
- 1000 points  
  
Lionsgate Horror DVD



Advocates just  
WANNA  
have fun!

# Tapping Advocates for True Engagement

## Examples of Rewards & Incentive Programs



Amy Admin posted a message. | Today at 8:30 AM

### Anvil Productivity by the Numbers

Debunking myths by country and industry

Our flagship anvils widget is one of the most robust ways of figuratively dropping heavy pieces of metal on unsuspecting coyotes. This infographic debunks the myths of anvils by industry and region.

<http://dy.si/ref/249202>

What do you know about anvils? Probably not much, check this out and find out why.

- Diana Siegel 10
- diana\_personal 10
- diana\_acme 10

Add another account Share

11:45 AM 100% battery

### Leaderboard

**Jim Simpson** 2090 Points

Claudie Fu	5,908
Demetra Jakubowski	4,716
Jim Simpson	2,090
Vicenta Mcnulty	2,046
Marilu Decoteau	2,001
Steffanie Schumaker	1,925
Kenny Tweedy	1,735
Elane Belden	1,712
Annicc Tolleson	1,267

<p>1 <b>Brianna Billik</b> 10.9K Cincinnati, OH</p> <p>#4 Kelly Brandenburg 4,260 Cincinnati, OH</p> <p>#9 AJ Govoni 1,170</p> <p>#14 Michelle Lovitt 850 Los Angeles, Ca</p>	<p>2 <b>Maxine Bahns</b> 8,475 Venice, CA</p> <p>#5 Katherine Boggs 4,005 Tampa, FL</p> <p>#10 Katie Morse 1,160 Cardiff-by-the-Sea, Cal...</p> <p>#15 Maria Romaine 840</p>
---	--

## RANK UP AND EARN REWARDS!

JOIN NOW For a Chance to Win a HORROR HOME THEATRE from **BREAK**

500 points: Lionsgate Horror Movie Poster

750 points: Texas Chainsaw 3D T-Shirt

1000 points: Lionsgate Horror DVD

CLICK HERE TO SEE YOUR RANK

**JOIN NOW >**

MY RANK: UNRANKED

Jim Larrison

1 <b>SpiderB...</b> Tiffany T. 3,275 Mississippi	2 <b>Chris Lacks</b> 2,915 Ashland KY	3 <b>Wesley H.</b> 2,505
#4 <b>Katie H.</b> 2,415 Springfield, IL	#5 <b>Jhony Thizzlam</b> 1,935 In your nightmares	#6 <b>Sally H.</b> 1,815
#7 <b>Scott King</b> 1,495	#8 <b>Landon G.</b> 575 Gardner, Kansas	#9 <b>David H.</b> 305
#10 <b>Tiffany R.</b> 270 Oklahoma	#11 <b>Joe S.</b> 205	#12 <b>Jesper Petersen</b> 200 Esbjerg Denmark
#13 <b>Mike Pinson</b> 195 Frankfort, Kentucky	#14 <b>Cal Jordan</b> 195 North East Pennsylvania	#15 <b>Romannumer...</b> 165 San Francisco Bay Area
#16 <b>Gheda E.</b> 155	#17 <b>Darnell Allen</b> 150 East Las Vegas, Nevada	#18 <b>Amanda W.</b> 145 Pittsburgh
#19 <b>kelly c.</b>	#20 <b>Tatjana S.</b>	#21 <b>Devin Skidmore</b>

### INFLUENCERS

1	JAMES SMITH	g+ p e f t	♥♥♥♥♥
2	JANE JOHNSON	p e w	♥♥♥♥
3	BOB CRUMPET	f t y	♥♥♥♥
4	SAM JONES	t y w t	♥♥♥♥



# Tapping Advocates for True Engagement

## Gamification: Integrating Fun into Your #GivingTuesday Campaign

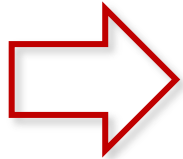


### Building Gamification into Engagement

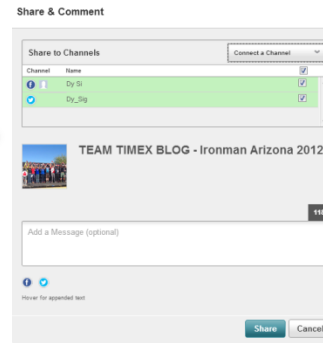
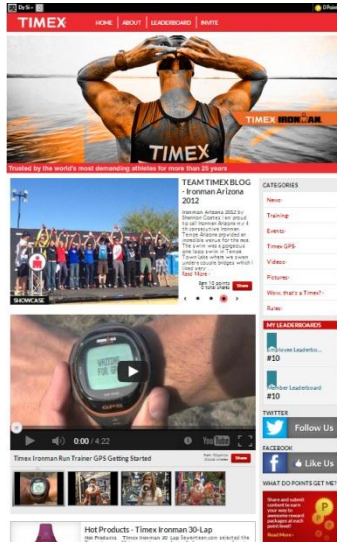
Member A  
Joins Community  
and connects 2  
Channels:



+5 Pts. for  
joining



Member initiated



Shares 2 posts per channel  
(10 pts. / share x # of channels  
shared on)

+40 Pts.

Brand initiated



Member A  
completes Share  
Activity #1 (shares  
1 article on Twitter  
and Facebook (10 pts.  
each) + 10 bonus pts.  
for completing  
activity)

+30 Pts.



Total points earned in Week  
#1 by Member A: 75



# Tapping Advocates for True Engagement



Gamification: Integrating Fun into Your #GivingTuesday Campaign

## Rewards & Incentives

### Extrinsic Rewards



Gifts & Prizes

### Intrinsic Rewards



Events & Concerts



Merchandise

### Explicit Rewards



Industry Events



Digital Rewards



Charitable Donations



Travel Tickets



Special Experiences



Thank You!



*“Dynamic Signal has created something unique that helps #GivingTuesday host these conversations and build a movement based on dialogue and innovation.”*



**Aaron Sherinian**

Vice President of Communications and Public Relations for the United Nations Foundation



# HOW TO HAVE FUN WITH YOUR INCENTIVES

**Karen Horn**



# BE INDIVIDUAL

There is nothing more fun than  
managing a successful program.

**But what does success  
look like to you?**



# PICK A PROGRAM THAT

Pick a program that works for you and your audience. **Be honest with your and your audiences' tendencies.**





**Do you have time?**

**Will your audience take part in a more involved program?**

**FUN DOESN'T HAVE TO BE COMPLICATED**

## **Match Donations**

Example: YouGiveGoods matching donation

## **Rewards, Giveaways & Gift Cards**

Example: Home Depot





**BUT COMPLICATED CAN BE FUN**

## Hashtag Campaigns

Example: #UNselfie

## One-Day Real World Event

Example: Antioch College



*it's time to get started!*

**THANK YOU**



**#GIVINGTUESDAY™**

# #GIVINGTUESDAY™

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